City of Scottsdale 2020 – Office of Diversity and Inclusion Educational resource page - DRAFT
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Goal:	Strengthen educational resource information for the public to help them start conversations, think about ways to use in a business setting, and for individual/shared responsibility.
	
	Objectives:
	
	1. Help meet the needs and requests for information utilizing the ODI webpage, social media, and connecting to local resources.
	   ▪ Meet with the Scottsdale Public Library for guidance and/or collaborative efforts.
	   ▪ Think about three separate areas to categorize information: Businesses/Organizations, Individual/Family, Community (e.g. schools, hospitals, nonprofits)
	   ▪ Assess priority areas to focus on current and relevant issues, such Anti-Racism/Semitism, Implicit Bias information, Strength-based Approaches, etc.
	   ▪ Connect online resources, such as Podcasts, Virtual Learning, On-line workshops, in-person workshops, public diversity/cultural events, local networking groups, etc.
	2. Set up webpage and new link with "Educational Resources" (name TBD) and promote landing page.
	3. Plan to reach out to the community/schools to establish a collaborative partnership to share resources, topics, etc.
	4. Link resources and collaborations on a regional level to include Regional Human Relations Commission meeting efforts.
	5. Identify inclusionary strategies to include all demographics with a special consideration to the largest race population in the city.

Key message:	*Scottsdale is a Golden Rule City: Kindness, respect, empathy and civility.* *Join us; Follow us on social media!* *Be a good human* *Scottsdale is a welcoming, inclusive city*

		Equal rights for ALL people are essential in a just society
		Practicing inclusion helps open doors for conversation.
		Diversity and Inclusion go hand in hand; Knowledge is power.
Key measures:		*Through observable and tangible data collection (feedback, questionnaires, social media, webpage pings, etc.), the community may see the important of self-awareness, relationship management and nondiscrimination.* • *Comments include that information was useful and identifies how this helped increase positive awareness.* • *Website visits/data can be used to monitor interest of topic.* • *More people including senior citizens, community leaders, and youth participate in diversity, equity and inclusion conversations.*
Community partners/Resources		Podcasts, audio/books, SFA videos, local webinars, links to event page, utilize social media, connect with Scottsdale Public Library. Align with other Human Relations Commission strategic plan, Human/Community Services Strategic plan, Economic Development Strategic plan and Public Safety as well as the city's Office of Diversity Inclusion/strategic community plan.